

## **ABSTRACT**

An advertising system provides an unexpected benefit to a customer of a merchant. The benefit may take the form of an immediate price reduction for a current transaction between the customer and the merchant and is provided to the customer based on the transaction with the merchant and without customer interaction. The customer is provided a notification that the benefit is a courtesy of an advertiser. The advertiser may be a third party merchant, manufacturer, service provider, or the like. The advertiser may compensate the vendor for the amount of the price reduction or a portion thereof.